

ABSTRACT OF THE DISCLOSURE**TRACKING LOCALLY BROADCAST ELECTRONIC WORKS**

5 A method, system, and program for tracking locally broadcast electronic works are provided. According to one aspect of the invention, a sending player locally broadcasts an electronic work. In particular, the local broadcast may be a wireless broadcast creating an ad-hoc radio system. At least one recipient player receives the localized broadcast of the electronic work and accepts a distribution cookie for tracking distribution of the electronic work. The at least one
10 recipient player updates the distribution cookie with tracking information about the broadcast of the electronic work, including ratings by users at the second player and purchase of the broadcast electronic work. Each of the at least one recipient players may in turn become a sending player that broadcasts the electronic work to other recipient players and requires the other recipient players to accept a copy of the distribution cookie updated by the second player. Then,
15 responsive to detecting a network connection to a statistics server, the at least one recipient player provides the distribution cookie to the statistics server, such that localized broadcast distribution of the electronic work is tracked.